MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BAE1024 – ADVANCED MANAGEMENT ENGLISH

(All sections / groups)

13 OCTOBER 2016
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of **EIGHT** pages.
2. Answer **ALL** questions in **Sections A, B** and **C**.
3. Write all your answers in the Answer Booklet provided.

SECTION A: NOVEL [20 MARKS]

Instructions: Answer the following questions based on the novel "The Monk Who Sold His Ferrari".

Question I (10 marks)
Instructions: Answer the questions below.

i. In the novel, there are virtues and their designated symbols. State the virtues of the following symbols:
   a. The Path of Diamonds
   b. The Pink Wire Cable
   c. The Towering Lighthouse
   d. The Fragrant Rose (4 marks)

ii. Explain these two rituals which can be found from the "Ten Rituals for Radiant Living".
   a. Ritual of Abundant Knowledge
   b. Ritual of Personal Reflection (6 marks)

Question II (10 marks)
Instructions: Answer any **ONE** of the **TWO** questions in this section.

1. Julian Mantle was the country's most distinguished and successful lawyer who was admired and well known for his reputation and brilliance until the day he collapsed in the middle of the courtroom.

   i. Provide and elaborate **one** physical characteristic of Julian before his enlightenment. (2½ marks)

   ii. Provide and elaborate **three** characteristics of Julian that contributed to either his success or/and downfall. (7½ marks)

   (10 marks)

OR

2. *"Today is the day to enjoy the fruits of your efforts. Today is the day to seize the moment and live a life that soars. Today is the day to live from your imagination and harvest your dreams."*

The quotation above is extracted from "Embrace the Present" virtue. State and explain **TWO** techniques to practise this virtue. (10 marks)

Continued...

SECTION B: READING AND VOCABULARY [20 MARKS]

Instructions: Read the following passage and answer the questions that follow.

Indeed, it is amazing to see how many shopping malls there are in the Klang Valley. Everywhere we go, new malls are springing up seemingly out of nowhere and they never seem to fail to captivate the young and the young at heart. Not only the malls are humongous, but they are also increasingly encroaching on each other's territory. Once a new mall opens its doors, the crowds will invariably flock there, while older shopping centres will be left with fewer patrons.

Is Malaysia **emulating** Dubai in becoming a shopping haven? Probably, as the government wants to attract foreign spenders for the simple reason that spending generates economic activity. The next question is, in the course of creating this haven, are we fostering a new culture that embraces "consumptionomics — flashy, western-style consumption"? The answer is probably yes, too.

Most economics depend on consumption as a crucial cylinder in their economic-growth engines. In Malaysia's case, consumer spending has been our economy's main driver since the Asian financial crisis in 1998, contributing a big portion to gross domestic product. In general terms, it is good to power up the economy domestically, especially when the global economy does not provide much certainty about the future.

What would induce consumers to frequently throng High Street? Common answers would be rising income levels and steady labour-market conditions. The latter, notably, encourages consumption even when income levels remain **stagnant**. When people feel secure about their jobs and their future earnings, they are more likely to engage in conspicuous consumption. When they are optimistic about the future prospects of their income and expect a pay raise, their consumption levels tend to go up even before they receive their pay hike.

Rising income levels, no matter how small the increment, is an important factor that **spurs** high spending. Our crude estimate suggests that on average a RM1 increment in income increases spending by 53 sen. Since per capita income has increased at a decent pace in the past decade or so, consumer spending has unsurprisingly remained relatively strong.

Despite experiencing a general rise in income, Malaysians in general are still trapped in the so-called middle-income category. The income level of a large chunk of Malaysian households lingers at RM5,000 per month or less. This cannot match the expenditure of most household. Therefore, consumptionomics will not likely be a long-term driver for the economy, unless consumers find new ways of financing their bingeing habits.

When income can no longer support spending, one has to rely on borrowing. In other words, the ability to borrow will be a key factor in determining the level of spending for individuals who wish to consume beyond their means. Unfortunately, banks have been extremely helpful in supporting these groups. Based on the numbers revealed by Bank Negara Malaysia, commercial banks have continuosly pushed for more loans to consumers whether through credit cards or personal financing. This hardly raises eyebrows as the banks' desire to sustain market share and financial bottom lines have led them to push hard to expand their loan books.

Although demand-side factors are normally blamed for consumer appetite for

Continued...

spending, supply-side factors also play a critical role. In particular, property developers are constantly **enticed** by good and stable returns from investments in the residential and commercial segments. Putting aside the residential segment, which looks slightly overheated in certain places, the next best option is to develop shopping centres as they will normally attract huge crowds with the proper planning and design.

However, there are some concerns over how the years of bingeing will change attitudes towards spending or whether society has changed in general. Economically speaking, in addition to personal debt, if it continues unabated, it may prove undesirable, when volatility is a steady feature of the global economy. Shorter economic cycles also mean labour-market stability cannot be taken for granted.

At the same time, the private sector's relentless focus on maximising investment return through massive developments of high-end residential properties and mega malls means social values are gradually evolving, with youngsters these days being more preoccupied with trends and fashions rather than knowledge and intellectual simulation. Given this phenomenon, there is room for the government to **intervene**, for instance by tightening control over the density of residential and commercial centres and allocating more funds for public places such as recreational parks and activities at public libraries. Such efforts will hopefully prevent our youngsters from shopping till they drop.

Adapted from Alias, N. Z. (2013). *Shop till you drop*. Retrieved from http://www.theedgemalaysia.com/commentary/230407-shop-till-you-drop.html

Question I Contextual Clues (5 marks)

Instructions: Based on the passage, choose a word or phrase that **BEST** expresses each of the following words.

1. emulating (line 7)
   A. imitating
   B. competing
   C. simulating
   D. resembling

2. stagnant (line 20)
   A. not moving
   B. not growing
   C. not advancing
   D. not developing

3. spurs (line 26)
   A. lifts
   B. advances
   C. promotes
   D. encourages

Continued...

4. enticed (line 46)
   A. invited
   B. induced
   C. attracted
   D. persuaded

5. intervene (line 62)
   A. disrupt
   B. interupt
   C. interfere
   D. anticipate

Question II True or False Statement (5 marks)
Instructions: Read the following statements and write **T** if the statement is true and write **F** if the statement is false.

1. According to the author, all Malaysians regardless of age seem to like to go and spend their time and money at the shopping malls.

2. The author is worried that Malaysia is becoming a shopping haven and is promoting the culture of consumptionomics.

3. Consumer spending has been the main contributor to the economic growth and stability since Malaysia gained its independence in 1957.

4. The citizens' spending nature is typically influenced by the rising income levels.

5. The author blames the private sector for changing the social values adopted by youngsters.

Question III Comprehension (5 marks)
Instructions: Answer the following questions.

1. Who can the "young at heart" be?
   A. People who are kind
   B. People who are constantly trying to look young
   C. People who are thinking that to be young is something beautiful
   D. People who are thinking and behaving as if they are younger than their real age

2. In your opinion, what can you infer from the term "High Street" (line 18)?
   A. Streets that have higher turnout of buyers
   B. Places or shops that sell popular products
   C. Streets that cater to the needs of all type of buyers
   D. Places or shops that promote branded and high-end products

Continued...

3. Below are the reasons why conspicuous consumption occurs **EXCEPT** _____.
   A. jobs stability
   B. salary increment
   C. amazing fringe benefits
   D. future employment security

4. What was the author's view when she states, "unfortunately, banks have been extremely helpful in supporting these groups" (line 37-38)?
   A. The author is disappointed with the banks' action as this kind of help will only lead to more personal debts in the future.
   B. The author agrees that 'these groups' or the consumers need to be assisted because indirectly they can help boost the economy.
   C. The author is pleased that banks are able to help and support consumers who are embracing the culture of consumptionomics.
   D. The author disagrees with the banks' decision to offer multiple types of loans as it is not easy to get the loans offered by the banks.

5. Malaysian government's intervention can help their youth from shopping till they drop by _____.
   A. curbing youth's desire from spending on luxurious items
   B. stopping the culture of consumptionomics among the youth
   C. providing more avenues for youth to nurture their knowledge and intellect
   D. controlling the development of shopping complexes around residential areas

Question IV Comprehension (5 marks)
Instructions: Answer the following questions in **COMPLETE** sentences.

1. Why did the author say that the flashy, western-style consumption is beyond the capabilities of the middle-income citizens?

(2 marks)

2. What will happen if Malaysians continue their bingeing habit?

(3 marks)

Continued...

SECTION C: GRAMMAR [20 MARKS]

Question I Error Identification (10 marks)

Instructions: For questions 1 to 10, identify the underlined options that are **INCORRECT**. Choose the option that contains an error concerning the following aspects: run-ons, sentence fragments, parallelism or faulty modifiers.

1. Starbucks was able to offset the (A) relative lack of revenue as aspirational purchases (B) in China's outlets by positioning (C) the company and its products (D).

2. Many Singaporean women feel that (A) the glass ceiling (B) still exists within their organistions this (C) is despite policies having being implemented (D) to drive gender parity in the workplace.

3. Many researchers claimed that people who work less than 40 hours per week more (A) productive. They (B) are less prone to sickness and absentism, and (C) they make up a more stable and committed (D) workforce.

4. McDonald's is seeking partners to run its restaurants in (A) Malaysia and Singapore as (B) it pursues an international turnaround (C) plan local franchise (D).

5. When a company buys out another company, it (A) expects that the newly generated shareholder value will be higher. Compared to (B) the value of the sum (C) of the shares of the two separate companies (D).

6. Leadership style varies from one leader to another (A). It is the manner and approach (B) of providing direction, plans implementation (C), and motivating people. In a way, it (D) determines the success of a company.

Continued...

7. Uber has fought rivals and regulators as (A) it has transformed from a black car service (B) into a sprawling logistics company gunning down for a future of self-driving cars it (C) has confronted threats from the taxi industry and even its own drivers. (D)

8. Student loans are a serious long-term (A) obligation they (B) are also the smartest debt (C) that a young person can incur. (D)

9. During tough economic times, (A) the interest in buying and operating franchises (B) tends to rise as can (C) seem simpler and easier to start with someone else's proven concept. (D)

10. When Bill Gates gave the annual Nelson Mandela lecture in South Africa (A) last July, he (B) urged the continent to invest in its youths and promising (C) that his foundation will invest $5 million in Africa over the next five years. (D)

Continued...

Question II Error Analysis (10 marks)

Instructions: The following extract contains 11 errors in sentence fragments, run-ons, parallelisms and faulty modifiers. Identify 10 errors and correct them as shown in the example. The first error is stated as the example.

EXAMPLE:

No	Line	Error	Correction
0	1	...direction. That...	...direction that...

Leaders have vision. They share a dream and direction. That other people want to share and follow. Common wisdom holds that any good leader must be a visionary. Without vision, a company will not know where it is going or how to get there. A good leader creates and communication a vision to his or her followers so that there are established expectations from the top to the bottom of the organisation. Since there can be differences in leadership styles between men and women, it is essential for us to know if vision is among those differences, and if women leaders struggle to determine and communicate vision.

The Harvard Business Review published an article in 2009 on this very topic called "Women and the Vision Thing", with interesting information and conclusions originally, their study found that women were proven better than men in many leadership categories except one: envisioning. Envisioning is the ability to recognise new trends and opportunities and develop new direction for the organisation. In this study, the perception of poor visionaries as women came from male peers in this study. Many women were said to have a lower level of self-confidence compared to their male counterparts, and they may need to reach out to others to reassure themselves. Now, the newly released and well researched "Athena Doctrine" by John Gerzema and Michael D'Antonio reported that being a visionary is a neutral trait, that it neither a masculine nor a feminine trait.

Obviously, each woman leader is unique. Bringing their own set of strengths to the job, very high scores in leadership areas including vision and inspiration are often exhibited by women leaders. Based on the perception of peers, there will be expected variations in evaluation of leadership and entrepreneurship capabilities. Certainly this is an area women leaders can improve, both in perception and reality, as casting vision among the most difficult leadership attributes.

As leaders, women should critically evaluate their leadership qualities and qualities of their vision. They should know if they have a clear vision for their company, and if they had communicated that vision to their employees and even customers. To have vision is right. But leaders must realise that others might perceive it differently. Therefore, it is necessary to only ensure that the vision is communicated with one's core values intact. People really do know when you speak with authenticity a visionary is authentic.

Adapted from Koplovitz, K. (2013, 8 May). *Vision: How do women leaders communicate it?* Retrieved from http://www.huffingtonpost.com/kay-koplovitz/vision-how-do-women-leade_b_3232452.html

End of Paper